

RE: Tree lights on Hollywood Blvd towards La Brea

Subject: RE: Tree lights on Hollywood Blvd towards La Brea
From: Stephanie Carmi <stephanie@soulhollywood.com>
Date: 05/10/2018 11:47 AM
To: Rich Sarian <Rich@hollywoodbid.org>
CC: Steve Grunkemeyer <Steve@soulhollywood.com>

Good morning Rich!

Thanks so much for meeting with me yesterday at Soul.

To follow up on our conversation regarding the palm trees being lit up – I understand the cost is extremely high, close to \$3,000 each tree. But we will wait for an accurate quote from you, before we rule out the idea due to cost. Also, we discussed possibly starting a business alliance to crowdfund the project – we can discuss that further when the quotes come back.

We also discussed the black light poles that are not currently on, that run down to La Brea on the sidewalk, and the need for a "sponsor" to turn those back on and operate them. Those would be fantastic for lighting up the rest of the Blvd and help prevent after-dark security issues. That cost would also be extreme, but would be good to know the estimate so we could, again, perhaps join a group of businesses that also see that as a priority. I will reach out to my contacts to see if anyone seems interested and let you know – specifically, Live Nation and Ticketmaster.

A reminder, we have permits for the Soul Labor Day Car Show on Sycamore and would be honored to have BID join us with a table or tent for community outreach. Let me know if you are definitely interested, so I can reserve a spot for you. We will also offer to the PD, FD, Chamber and – who else??

Have a great day, looking forward to working with you in the future,

Stephanie



Stephanie Carmi
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www.soulhollywood.com

From: Rich Sarian <Rich@hollywoodbid.org>
Sent: Monday, May 7, 2018 5:08 PM
To: Stephanie Carmi <stephanie@soulhollywood.com>
Cc: Steve Grunkemeyer <Steve@soulhollywood.com>
Subject: RE: Tree lights on Hollywood Blvd towards La Brea

Hi Stephanie!

I am the right person and I agree with you about how drastic and amazing a difference the lights are. However, they are extremely expensive! It is a project we are looking to do in phases, where we light the entire boulevard. Please let me know if your team is willing to contribute financially and we can make this happen to the west of the decorations. Otherwise, we will have to wait until the funds are available to make this whole project a reality. I am happy to discuss further if you want to give me a call on my cell: 323.873.9775

Or I can swing by and we can chat in person, because I absolutely LOVE your restaurant!

From: Stephanie Carmi [<mailto:stephanie@soulhollywood.com>]
Sent: Monday, May 7, 2018 4:19 PM
To: Rich Sarian <Rich@hollywoodbid.org>
Cc: Steve Grunkemeyer <Steve@soulhollywood.com>
Subject: FW: Tree lights on Hollywood Blvd towards La Brea

Hi Rich,

I reached out to Kaylee at the Chamber and she directed me to you as someone who may be able to assist with our support request.

Can you read our chain below about the addition of tree lights on Hollywood Blvd and let me know if you're the right person to start this convo with?

Thank you so much,

Stephanie



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From: Kiecker, Kaylee <Kaylee@hollywoodchamber.net>
Sent: Monday, May 7, 2018 10:47 AM
To: Stephanie Carmi <stephanie@soulhollywood.com>
Cc: Connaughton, JJ <JJ@hollywoodchamber.net>
Subject: RE: Tree lights on Hollywood Blvd towards La Brea

Hi there! There was a budget carved out with the Chamber and the Hollywood Property Owners Alliance that allowed for two major intersections to be lit – Hollywood & Highland as well as Hollywood & Vine. We worked so hard to get those lights done but could only budget for a certain amount of trees. The costs are incredible!

I would suggest looking into lighting that is more of a safety measure than décor, and in that case, you would want to contact Dan Halden from Councilmember Mitch O'Farrell's office and also I would suggest reaching out to Rich Sarian at the BID (Hollywood Property Owners Alliance). Their contact info is:

Dan Halden, Field Deputy, Councilmember Mitch O'Farrell's office
daniel.halden@lacity.org

Rich Sarian, Director of Operations, Hollywood Property Owners Alliance
Rich@hollywoodbid.org

Hopefully, that helps!
Kaylee



[Register to attend the Chamber's Annual Hollywood Expo](#)



Kaylee Kiecker
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www.hollywoodchamber.net | www.walkoffame.com

From: Stephanie Carmi [<mailto:stephanie@soulhollywood.com>]
Sent: Sunday, May 6, 2018 7:56 PM
To: Klecker, Kaylee <kaylee@hollywoodchamber.net>
Subject: Tree lights on Hollywood Blvd towards La Brea

Hi Kaylee,

Who should I speak to in regards to requesting more tree lights on the palms along Hollywood Blvd? Right at Hollywood and Highland, every palm tree on the sidewalk is wrapped with lights, and it's beautiful and really lights up the sidewalk well for pedestrians at night.

However, as you get closer to Sycamore, the trees are not lit and it gets SO dark on our corner at night! I am wondering how we go about supporting those trees being lit as well! It will surely help our business by showing pedestrians that there is still business, eating, drinking and entertainment towards our end of the Blvd.

Thanks so much for steering me in the right direction!

Best,
Stephanie

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